GOVERNMENT OF INDIA
TOURISM AND CULTURE
LOK SABHA

UNSTARRED QUESTION NO:3259
ANSWERED ON:05.08.2002
LINKING OF AYURVEDA AND YOGA WITH TOURISM
LAXMINARAYAN PANDEY

Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) Whether the Government propose to link Ayurveda and Yoga with tourism;

(b) If so, the details thereof; and

(c) The details of incentives being given to various State Governments in this regard?

Answer

MINISTER OF TOURISM & CULTURE (SHRI JAGMOHAN)

(a) : Yes, Sir.

(b) & (c) : Government of India in association with the State Governments havedeveloped new innovative tourism products targeting international and domestic tourists to promote Ayurveda and Yoga as aspects of Health tourism. The Government extends help and financial support to State Governments to organisefestivals such as International Yoga Festivals, Yoga Mahotsav, development of Yog Dhyan Centres and Herbal gardens to attract tourists. Some State Governments likeKerala have launched a scheme to classify and approve Ayurvedic Centres on the basis of quality of services provided and facilities.